Meet Dave.

Here is the tale Philip Morris has spun to give our new cigarettes a history.

Down in Concord, North Carolina, there's a guy named Dave. He lives in the heart of tobacco farmland. Dave enjoys lots of land, plenty of freedom and his yellow '57 pickup truck. Dave is an entrepreneur who believes in the value of homemade products and the concept of offering folks quality cigarettes at the right price. And Dave likes the idea of making the sale of discount cigarettes a fun and exciting experience.

Now, Dave usually markets his cigarettes to the folks in his own neck of the woods. But this year Dave's crop was Huge! Gigantic! Unbelievable! Big fat leaves packed with downright down-home flavor. Way too much to sell in Concord. So we volunteered to help sell that bumper crop. We're so sure that Dave's will be a hit with discount smokers, we're bettin' the farm on it.

"Cheap smokes finally have a good name."

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Source: https://www.industrydocuments.ucsf.edu/docs/zsfy0003